

Message Text

UNCLASSIFIED

PAGE 01 HONG K 14871 171058Z

15

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W

----- 068012

P 170825Z DEC 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC PRIORITY 8426

USDOC WASHDC PRIORITY

UNCLAS HONG KONG 14871

STATE FOR EB; COMMERCE FOR ROY GOOTENBERG

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: AMERICAN FORTNIGHT - IN-STORE PROMOTION SEGMENT

REF: A. HK 13184; B. HK 14440.

1. SHUI HING HAS NOW REPORTED ITS PURCHASES THAT WERE MADE IN ADDITION TO NORMAL BUYING AND REPLENISHMENT. THIS IS TO COMPLETE THE PRELIMINARY DEPARTMENT STORE REPORTS IN THE IN-STORE PROMOTION SEGMENT OF THE TWO - WEEK PROMOTION. SHUI HING IS REPORTING, AS WERE THE OTHER STORES IN REF. B, FOR ITS MAIN STORE AND BRANCHES TOGETHER. SHUI HING ATTRIBUTES TO THE AMERICAN FORTNIGHT PROMOTION US\$230,000 IN INCREMENTAL PURCHASES. THEY STATE THE PROMOTION INCREASED THEIR SALES OF AMERICAN

PRODUCTS FOR THE PERIOD OF THE FORTNIGHT OCT 18-NOV 2 BY 38PCT AND THAT A CONSIDERABLE AMOUNT OF THIS MOMENTUM IS BEING MAINTAINED.

2. WE HAVE RECEIVED THE DETAILED REPORT WITH ALL NECESSARY SUPPORTING DOCUMENTS FOR THE FIGURES GIVEN IN REF. B FROM WING ON AND MODE ELITE. THESE REPORTS HAVE ALREADY BEEN FORWARDED BY POUCH TO GOOTENBERG.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HONG K 14871 171058Z

CROSS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975HONGK14871
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750438-0553
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751232/aaaabcf0.tel
Line Count: 61
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <29 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICAN FORTNIGHT - IN-STORE PROMOTION SEGMENT
TAGS: BEXP, HK
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006